

Full Professor in Marketing Specialized in Sustainable Consumption or Digital & Data-Driven Marketing

Position reference MKT22-SCD3-AUD

Audencia (www.audencia.com) invites applications for a position as Full Professor in marketing with a specialisation in Sustainable Consumption or Digital & Data-Driven Marketing. The position is for a full-time, non-fixed term contract and is effective from now.

Deadline for applications: February 25^h, 2022.

Position requirements

We are looking for applicants specialized in Sustainable Consumption or Digital & Data-Driven Marketing in terms of both teaching and research. Applicants shall hold a Ph.D. They shall have successfully pursued research funding and published in high-impact peer-review international journals and demonstrate capacity and willingness to collaborate with colleagues and train juniors on research projects.

Applicants shall be able to demonstrate their ability to teach effectively. The teaching associated with the position will be in English and previous teaching experience in English is mandatory. Ability to teach in French will also be appreciated but is not mandatory.

Position overview

The new faculty member will join the Department of Marketing at Audencia, and will enrich our “Marketing and Society” area of expertise and/or our “Digital & Data-Driven Marketing” area of expertise. For more details on our areas of expertise, see <http://faculte-recherche.audencia.com/departements/marketing/>. Currently, there are 23 members of permanent faculty, 11 of which have a research profile (as opposed to a teaching profile), a number that is expected to increase significantly in the coming years. The faculty’s recent publications include articles in top-tier journals such as International Journal of Research in Marketing, Journal of Interactive Marketing, Journal of Business Research, Psychology and Marketing, Marketing Letters, Journal of Advertising Research, Computers in Human Behavior, Journal of Travel Research...

Salary is negotiable and commensurate with potential and experience. There are a number of benefits attached to the contract including an individual research or pedagogical budget, the possibility to apply for additional internal funding opportunities, performance-based bonuses and family medical coverage.

Audencia is triple accredited (AACSB, EQUIS and AMBA) and one of the leading European and French business schools. The school offers a wide range of programs including MS Grande Ecole, MScs, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programmes, with 149 core faculty members from 32 countries. The school is very dynamic, has grown significantly in the most recent years and will continue to do so with new positions opening in the future. Audencia fosters both high-level research and high-level pedagogy and has a workload model that allows faculty to place emphasis on either of the two.

The school has campuses in France and abroad. This position is for the Nantes campus. Nantes is just 2 hours away from Paris by train, serviced by an international airport.

The eclecticism of its landscapes and architecture, its dynamism and the diversity of its cultural events, along with the quality of the environment which won it the label of European Green Capital, regularly places Nantes at the top of the best cities to live in. In addition to its pleasant environment (vineyards, royal castles, rivers, the sandy Atlantic coast...), the city also boasts a rich economic and industrial identity. As the 6th largest city in France, the metropolitan region of Nantes is number two in the country in terms of job growth. In 2021, more than 55 803 companies are housed in the city.

Application

Candidates should send a cover letter, a recent curriculum vitae including a detailed list of publications, recent teaching evaluations, and contact information of three referees by e-mail to: Prof. Thibaut BARDON, Associate Dean for Faculty: faculty-recruitment@audencia.com. Please quote reference **MKT22-SCD3-AUD** in the subject of your email. **Deadline: February 25th, 2022.**

For more information:

Marketing Head of Department: Prof. Céline Del Bucchia, cdelbucchia@audencia.com

Marketing Head of Research: Prof. Linda Lemarié, linda.lemarie@audencia.com

Audencia Marketing department: <http://faculte-recherche.audencia.com/departements/marketing/>

Discover Nantes area attractiveness: <https://www.youtube.com/watch?v=i8OvnohnWpo>